

## Message Text

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PAGE 01 WELLIN 02261 040104Z  
ACTION EB-08

INFO OCT-01 EA-12 ISO-00 COME-00 ICA-20 /041 W  
-----013067 040746Z /13

R 040044Z MAY 78  
FM AMEMBASSY WELLINGTON  
TO SECSTATE WASHDC 5485  
INFO AMEMBASSY CANBERRA  
AMEMBASSY PORT MORESBY  
AMEMBASSY SUVA  
AMCONSUL BRISBANE  
AMCONSUL MELBOURNE  
AMCONSUL PERTH  
AMCONSUL SYDNEY  
AMCONSUL AUCKLAND BY POUCH

UNCLAS WELLINGTON 02261

E.O.11652:N/A  
TAGS: BEXP, NZ  
SUBJECT: MC "MINI-OFFSITE" EXHIBITIONS

REF: SYDNEY 895

1. THIS EMBASSY AND AMCONSUL AUCKLAND WELCOME THE PROPOSAL FOR MINI-OFFSITE EXHIBITIONS PUT FORWARD BY SYDNEY, AND BELIEVE THAT SUCH EXHIBITIONS COULD FILL A NEED IN NEW ZEALAND.

2. WE DID NOT RECEIVE STATE 095673, AND MUST THEREFORE EVALUATE THE PROPOSAL ON THE BASIS OF SYDNEY 895 ONLY. AS WE UNDERSTAND THE PROPOSAL, MINI-OFFSITES MAY OR MAY NOT BE DESIGNED AROUND SPECIFIC THEMES, AND WOULD BE LOCALLY-RECRUITED OTM EVENTS. WE HAVE FOUND THE OTM FEE OF 2000 DOLLARS A MAJOR BARRIER TO RECRUITMENT FOR THE AM-TECH EXHIBITION, AND WOULD HAVE BEEN ABLE TO RECRUIT AT LEAST EIGHT  
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ADDITIONAL AM-TECH PARTICIPANTS BUT FOR THE FEE, WHICH SOME HERE HAVE CALLED "EXHORBITANT". SHOULD THE FEE HOLD STEADY BETWEEN NOW AND FY 81, THE FIRST YEAR IN WHICH MINI-OFFSITES COULD BE CONTEMPLATED, THE EFFECTS OF INFLATION IN THE INTERIM WOULD PROBABLY MAKE THAT 2000 DOLLARS MUCH LESS PAINFUL THEN THAN IT IS PROVING TO BE NOW.

SHOULD FEES BE RAISED IN THE INTERIM, WE SERIOUSLY QUESTION WHETHER AN EVENT OF ANY SIZE COULD BE PROCURED.

3. WE HASTEN TO POINT OUT THAT THE COST OF PUTTING ON EXHIBITIONS IN NEW ZEALAND IS RELATIVELY MODEST. THE DEPARTMENT OF COMMERCE IS PAYING ONE DOLLAR PER SQUARE FOOT FOR SPACE AT THE WELLINGTON SHOW BUILDINGS, FOR EXAMPLE, SO THAT IN OFFERING OUR OTM AM-TECH EXHIBITORS A 150 SQUARE FOOT BASIC BOOTH FOR 2000 DOLLARS WE ARE FAR EXCEEDING THE CHARGES NORMALLY MADE FOR EXHIBITION SPACE IN NEW ZEALAND. IF FEES COULD BE REDUCED SO AS TO COVER COSTS, ANY PACKAGE WE MIGHT PUT FORWARD TO LOCAL U.S. SUBSIDIARIES AND AGENTS WOULD BECOME MUCH MORE ATTRACTIVE.

4. ASSUMING THAT FEES CAN BE SET AT LEVELS WHICH WILL MAKE MINI-OFFSITES VIABLE IN NEW ZEALAND, WE BELIEVE THAT THE CONCEPT IS SOUND AND WOULD LIKE TO TRY IT OUT IN FY 81. THEMES WHICH SUGGEST THEMSELVES INCLUDE MACHINE TOOLS, AUTO REPAIR AND DIAGNOSTIC EQUIPMENT, MATERIALS HANDLING, FOOD PROCESSING AND PACKAGING, AND FISHING INDUSTRY EQUIPMENT. IN SOME OF THESE CASES, THERE ARE ESTABLISHED EXHIBITIONS IN NEW ZEALAND WITHIN WHICH A MODEST U.S. COURT WOULD UNCLASSIFIED

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FIT COMFORTABLY, AND IN OTHER CASES A SOLO EVENT WOULD BE NECESSARY. LOCAL EXHIBITIONS TEND TO BE RATHER PLAIN AND SIMPLE AFFAIRS, AND THE STANDARDS FOR PROMOTION AND PRESENTATION SET BY THE PREVIOUS AM-TECH EXHIBITIONS HAVE YET TO BE MATCHED BY MOST LOCAL TRADE SHOWS. AS A RESULT, WE WILL WANT TO GIVE CAREFUL THOUGHT WHEN THE TIME FOR DECISION COMES TO THE RELATIVE MERITS OF LOCAL EVENTS VERSUS SOLOS.

5. WE HOPE THAT SYDNEY AND WASHINGTON WILL KEEP US INFORMED AS CONSIDERATION OF THE MINI-OFFSITE CONCEPT PROGRESSES. ASSUMING THAT IT IS ACCEPTED AS A PROMOTION TOOL, WE WILL WANT TO INCLUDE IT IN OUR CAP PLANNING FOR FY 81 AND BEYOND. SELDEN

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## Message Attributes

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